



# Marketing News You Can Use

## Delaware Department of Agriculture Marketing Section



## A MESSAGE FROM THE SECRETARY

Dear Fellow Farmers and Friends of Agriculture,

I am honored to have been chosen by Governor Jack Markell to serve you as your Secretary of Agriculture.

I am anxious to carry on the tradition of professionalism and quality service established by former secretaries Jack Tarburton and Michael Scuse.

I have known and worked with many of you during my past 30 plus year career in Delaware agriculture and I am looking forward to continuing our relationship of mutual respect, hard work and friendship.

We are facing very serious economic times in Delaware and across the nation. Agriculture is critical to our economy. To meet today's challenges, we will all have to work together as a team to sustain and grow our agricultural industry and protect our heritage.

And as I said to my staff at the Department of Agriculture, I will be calling on you for assistance. I consider you a great resource of experience and knowledge.

I am ready to listen to you; my door is always open.

Also, beginning in February, look for several new and exciting initiatives that the Department will be actively working on with the Nemours Foundation, Christiana Care, and the Federal Government relating to children's nutrition, women's wellness, and a virtual marketplace to enhance buying and selling opportunities.

*Sincerely,*

**Ed Kee**  
**Secretary of Agriculture**  
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*Volume 3, Issue 1*

*January 2009*

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### Marketing Quote:

To satisfy our customers' needs, we'll give them what they want, not what we want to give them.

**Steve James -**  
**Producer/Director**

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## A Message From YOUR Marketing Manager

Dear Fellow Farmers:

The marketing team would like to welcome Ed Kee as the new Secretary of Agriculture for the State of Delaware.



As most of you know, Ed has spent his entire career in Delaware Agriculture. He worked for 30 years at the University of Delaware Agriculture Extension Department promoting and developing programs to help and vegetable farmers produce the highest quality produce. Ed is a nationally and internationally recognized expert on vegetable science. He retired from the University of Delaware in 2008 and joined Hanover Foods Corporation as Director of Agriculture. Ed is a published author of several books and articles and has received several awards for excellence in agriculture and public service. We wish him continued success in his latest appointment.

### **Attention: Local Farmers**

Our Marketing Team is currently preparing to start making our annual retail marketing calls and promoting Delaware produce to regional retail buyers. If you are not planning on attending our first farmer/retail summit on February 5th here at DDA, and want some assistance promoting your crops this season, give me a call. We need to have all retail calls completed by March 31st.

As I have said many times, you must “sell before you sow”. Again if you need a retail account for your produce, give us a call.

### **North East Buyers Mission**

We also have a North East Buyers Mission for international value-added sales on February 9<sup>th</sup> in Philadelphia. If you are interested in exporting some value-added products, let me know.

***Orlando J. Camp***  
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## Fresh With Care Summit Coming Soon

Attention all vegetable and fruit growers of Delaware! Have we got a deal for you!

All produce farmers of the First State are cordially invited to the first ever “*Fresh with Care in Delaware*” Agriculture Summit slated for **Thursday, February 5<sup>th</sup>** at the Delaware Department of Agriculture (DDA) offices in Camden. The event will begin promptly at 1 p.m. and conclude at 4 p.m.

The summit will provide an informal forum for both vegetable and fruit farmers, including niche crop growers, as well as value-added producers (licensed and insured), to meet many of the chief produce buyers and grocery store chain managers located in Delaware. Representatives from Wal-Mart, Sam’s Club, BJ’s Price Club, Food Lion, Safeway, Acme, Pathmark, Shop-Rite, Super Fresh, Giant and Harris Teeter have all been extended invitations, and several immediately committed to attending.

Additionally, many of the smaller, independent grocers and markets have also been contacted about at-

tending, and most have expressed great interest in meeting Delaware’s farmers and producers, and selling more locally grown, fresh produce in the future.

Additionally, the DDA Marketing team has ‘moved outside the box’ for this event and extended an invitation to the Delaware Restaurant Association and its membership. Delaware is peppered with great restaurants from Fenwick to Wilmington, and chefs are always looking for the freshest possible produce for their diners. Never has there been a time when ‘buying local’ is more popular and this rings especially true within the culinary industry.

Light refreshments will be served at the event and there is plenty of free parking at the DDA office building, which is located on Rt. 13 South near the intersection of Routes 13 and 10.

If you have any questions or need more specific directions, please contact David Smith in Marketing at 302-698-4522. Hope to see you on February 5<sup>th</sup>!

## Historic Lewes Farmers’ Mkt Awards Scholarships To Local Farmers

This year, The Historic Lewes Farmers Market is pleased to announce that two local farmers have been awarded substantial scholarships enabling them to attend the Pennsylvania Association for Sustainable Agriculture Farming for the Future Conference next month. This marks the second year that The Historic Lewes Farmers Market has awarded Scholarships to local farmers as part of its mission to promote and strengthen local farming.

Winners of this award are Bruce Pape of Deep Grass Nursery and Tim Bell of Community Organics.

Bruce Pape has been gardening for over 25 years and Pape’s Deep Grass Nursery has over two decades of experience in organic farming. He will attend this conference in order to interact with farmers interested in his organic transplants, learn what is new in his business, and learn what works and what does not work in order to expand his business.

Bruce and his wife Carmen began modestly over 25 years ago in their then large backyard, attempting to produce

vigorous quality plants in their small greenhouse to place into their garden and enjoy. These plants provided them with nutritious food for their growing family and riots of beautiful color for their eyes.

Tim Bell of Community Organics is committed to sustainable agriculture and the restoration of healthy soil. He will attend the conference in order to get ideas to improve efficiency, production and gather information for weed control and goat husbandry.

Community Organics is a small farm located near Greenwood, Delaware. Tim and his wife Aspen grow a wide variety of vegetables, most of which are heirloom and open-pollinated varieties. They are committed to organic principles and are Certified Naturally Grown, a national program in which member farmers hold each other accountable for the integrity of their growing practices. Soil quality is a key focus for them. Community Organics’ basic operating principle is that human health is dependent on the balance and health of the soil that our food comes from.

## Best Rice Pudding Ever?

Can the best rice pudding in the world be found right here in Delaware? Many believe that to be the case!



Millsboro resident and Executive Chef John Sapienza, one of the state's premier value-added producers, has been working with the Delaware Department of Agriculture's

(DDA) Marketing team for the past several months implementing an aggressive marketing plan to promote his 15 year old gourmet rice pudding recipe. With the assistance of the Marketing group, Sapienza, using the business name of "Sap's Puddin'", is now currently available at several Sussex County grocers including Hocker's Super Center (Clarksville), Hocker's G&E (Ocean View) and Lloyd's IGA Market (Lewes). It is also for sale at Witt Brothers' Market in Camden (Kent County).

Marketing guided Sapienza through the process of obtaining the necessary licenses and insurance coverage, as well as providing logo/label and manufacturing wisdom. It took several months, but now Sap's Puddin' is up and running as a bona fide business.

But what makes Sap's Puddin' so unique and tasty? First, Sapienza uses only locally produced Lewes Dairy products, which provide a richer, creamier flavor to his product, available both with raisins and without. Secondly, he uses all-natural products including plump, golden raisins instead of dark currants, and real vanilla beans. Third, he adds no artificial colorings and additives. And fourth, like all good proprietors, he has a 'secret method' to cooking the rice prior to adding it to the pudding mix. And despite a shorter shelf life, Sap's Puddin' is flying off the shelves!

Sap's is also coming soon to all Harris Teeter grocery stores in Delaware, with the assistance of the

DDA team. Whole Foods in Philadelphia has expressed interest in his product, too, which was the signature dessert at Baywood Greens where Sapienza once directed the clubhouse kitchen. Additionally, Sapienza has worked as a chef at several of Atlantic City's biggest casinos including the Trump Marina.

Sapienza plans to attend the "Fresh with Care in Delaware" summit in February (see article in this newsletter) and will provide free samples of his puddings to potential retailers and buyers. Part of the reason for Sapienza's early success has been his willingness to provide free samples at the grocery stores, and last July at the Delaware State Fair. The response has been overwhelming; the pudding is good and people want more!



The DDA Marketing team can help any of Delaware's value-added producers develop a marketing plan.

Contact David Smith at 302-698-4522 for more information.

